



Restaurant Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Demographic Summary	2018	2023
Population	8,703	9,754
Population 18+	6,282	7,024
Households	3,010	3,339
Median Household Income	\$63,734	\$71,815

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	4,994	79.5%	105
Went to family restaurant/steak house 4+ times/mo	1,776	28.3%	105
Spent at family restaurant/30 days: <\$31	632	10.1%	115
Spent at family restaurant/30 days: \$31-50	778	12.4%	124
Spent at family restaurant/30 days: \$51-100	966	15.4%	99
Spent at family restaurant/30 days: \$101-200	671	10.7%	115
Spent at family restaurant/30 days: \$201-300	137	2.2%	88
Family restaurant/steak house last 6 months: breakfast	1,007	16.0%	120
Family restaurant/steak house last 6 months: lunch	1,361	21.7%	111
Family restaurant/steak house last 6 months: dinner	3,193	50.8%	108
Family restaurant/steak house last 6 months: snack	150	2.4%	121
Family restaurant/steak house last 6 months: weekday	2,110	33.6%	109
Family restaurant/steak house last 6 months: weekend	2,946	46.9%	110
Fam rest/steak hse/6 months: Applebee`s	1,503	23.9%	106
Fam rest/steak hse/6 months: Bob Evans Farms	223	3.5%	97
Fam rest/steak hse/6 months: Buffalo Wild Wings	908	14.5%	138
Fam rest/steak hse/6 months: California Pizza Kitchen	121	1.9%	68
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	278	4.4%	147
Fam rest/steak hse/6 months: The Cheesecake Factory	407	6.5%	90
Fam rest/steak hse/6 months: Chili`s Grill & Bar	847	13.5%	130
Fam rest/steak hse/6 months: CiCi`s Pizza	283	4.5%	127
Fam rest/steak hse/6 months: Cracker Barrel	839	13.4%	121
Fam rest/steak hse/6 months: Denny`s	550	8.8%	102
Fam rest/steak hse/6 months: Golden Corral	562	8.9%	120
Fam rest/steak hse/6 months: IHOP	676	10.8%	105
Fam rest/steak hse/6 months: Logan`s Roadhouse	269	4.3%	136
Fam rest/steak hse/6 months: LongHorn Steakhouse	355	5.7%	108
Fam rest/steak hse/6 months: Olive Garden	1,275	20.3%	121
Fam rest/steak hse/6 months: Outback Steakhouse	651	10.4%	116
Fam rest/steak hse/6 months: Red Lobster	711	11.3%	108
Fam rest/steak hse/6 months: Red Robin	534	8.5%	121
Fam rest/steak hse/6 months: Ruby Tuesday	340	5.4%	101
Fam rest/steak hse/6 months: Texas Roadhouse	910	14.5%	145
Fam rest/steak hse/6 months: T.G.I. Friday`s	313	5.0%	88
Fam rest/steak hse/6 months: Waffle House	450	7.2%	124
Went to fast food/drive-in restaurant in last 6 mo	5,846	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	2,880	45.8%	116
Spent at fast food restaurant/30 days: <\$11	237	3.8%	73
Spent at fast food restaurant/30 days: \$11-\$20	584	9.3%	88
Spent at fast food restaurant/30 days: \$21-\$40	1,100	17.5%	107
Spent at fast food restaurant/30 days: \$41-\$50	619	9.9%	110
Spent at fast food restaurant/30 days: \$51-\$100	1,230	19.6%	118
Spent at fast food restaurant/30 days: \$101-\$200	634	10.1%	127
Spent at fast food restaurant/30 days: \$201+	268	4.3%	153

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,407	38.3%	104
Fast food/drive-in last 6 months: home delivery	648	10.3%	123
Fast food/drive-in last 6 months: take-out/drive-thru	3,546	56.4%	120
Fast food/drive-in last 6 months: take-out/walk-in	1,415	22.5%	107
Fast food/drive-in last 6 months: breakfast	2,473	39.4%	114
Fast food/drive-in last 6 months: lunch	3,480	55.4%	109
Fast food/drive-in last 6 months: dinner	3,221	51.3%	111
Fast food/drive-in last 6 months: snack	855	13.6%	109
Fast food/drive-in last 6 months: weekday	4,050	64.5%	108
Fast food/drive-in last 6 months: weekend	3,394	54.0%	113
Fast food/drive-in last 6 months: A & W	181	2.9%	111
Fast food/drive-in last 6 months: Arby`s	1,392	22.2%	133
Fast food/drive-in last 6 months: Baskin-Robbins	222	3.5%	101
Fast food/drive-in last 6 months: Boston Market	108	1.7%	52
Fast food/drive-in last 6 months: Burger King	2,144	34.1%	115
Fast food/drive-in last 6 months: Captain D`s	243	3.9%	92
Fast food/drive-in last 6 months: Carl`s Jr.	379	6.0%	105
Fast food/drive-in last 6 months: Checkers	196	3.1%	93
Fast food/drive-in last 6 months: Chick-fil-A	1,868	29.7%	135
Fast food/drive-in last 6 months: Chipotle Mex. Grill	894	14.2%	108
Fast food/drive-in last 6 months: Chuck E. Cheese`s	197	3.1%	102
Fast food/drive-in last 6 months: Church`s Fr. Chicken	309	4.9%	138
Fast food/drive-in last 6 months: Cold Stone Creamery	261	4.2%	129
Fast food/drive-in last 6 months: Dairy Queen	1,162	18.5%	121
Fast food/drive-in last 6 months: Del Taco	244	3.9%	110
Fast food/drive-in last 6 months: Domino`s Pizza	831	13.2%	108
Fast food/drive-in last 6 months: Dunkin` Donuts	696	11.1%	80
Went to Five Guys in last 6 months	727	11.6%	119
Fast food/drive-in last 6 months: Hardee`s	373	5.9%	94
Fast food/drive-in last 6 months: Jack in the Box	668	10.6%	133
Went to Jimmy John`s in last 6 months	631	10.0%	172
Fast food/drive-in last 6 months: KFC	1,314	20.9%	104
Fast food/drive-in last 6 months: Krispy Kreme	454	7.2%	126
Fast food/drive-in last 6 months: Little Caesars	1,344	21.4%	159
Fast food/drive-in last 6 months: Long John Silver`s	241	3.8%	105
Fast food/drive-in last 6 months: McDonald`s	3,484	55.5%	106
Went to Panda Express in last 6 months	868	13.8%	146
Fast food/drive-in last 6 months: Panera Bread	839	13.4%	104
Fast food/drive-in last 6 months: Papa John`s	836	13.3%	150
Fast food/drive-in last 6 months: Papa Murphy`s	473	7.5%	149
Fast food/drive-in last 6 months: Pizza Hut	1,243	19.8%	116
Fast food/drive-in last 6 months: Popeyes Chicken	638	10.2%	109
Fast food/drive-in last 6 months: Sonic Drive-In	1,017	16.2%	138
Fast food/drive-in last 6 months: Starbucks	1,107	17.6%	97
Fast food/drive-in last 6 months: Steak `n Shake	522	8.3%	151
Fast food/drive-in last 6 months: Subway	1,999	31.8%	116
Fast food/drive-in last 6 months: Taco Bell	2,078	33.1%	115
Fast food/drive-in last 6 months: Wendy`s	1,849	29.4%	117
Fast food/drive-in last 6 months: Whataburger	472	7.5%	158
Fast food/drive-in last 6 months: White Castle	178	2.8%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



Restaurant Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
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Latitude: 32.57840
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Went to fine dining restaurant last month	551	8.8%	81
Went to fine dining restaurant 3+ times last month	129	2.1%	64
Spent at fine dining restaurant/30 days: <\$51	75	1.2%	73
Spent at fine dining restaurant/30 days: \$51-\$100	186	3.0%	90
Spent at fine dining restaurant/30 days: \$101-\$200	122	1.9%	74

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March 05, 2019



Restaurant Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Demographic Summary	2018	2023
Population	64,740	73,661
Population 18+	46,133	52,251
Households	21,068	23,767
Median Household Income	\$71,489	\$78,678

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	36,857	79.9%	106
Went to family restaurant/steak house 4+ times/mo	13,319	28.9%	107
Spent at family restaurant/30 days: <\$31	4,091	8.9%	101
Spent at family restaurant/30 days: \$31-50	5,409	11.7%	118
Spent at family restaurant/30 days: \$51-100	7,759	16.8%	109
Spent at family restaurant/30 days: \$101-200	5,250	11.4%	122
Spent at family restaurant/30 days: \$201-300	1,203	2.6%	105
Family restaurant/steak house last 6 months: breakfast	7,138	15.5%	116
Family restaurant/steak house last 6 months: lunch	10,259	22.2%	114
Family restaurant/steak house last 6 months: dinner	23,680	51.3%	110
Family restaurant/steak house last 6 months: snack	1,112	2.4%	122
Family restaurant/steak house last 6 months: weekday	15,052	32.6%	106
Family restaurant/steak house last 6 months: weekend	22,029	47.8%	112
Fam rest/steak hse/6 months: Applebee`s	10,742	23.3%	103
Fam rest/steak hse/6 months: Bob Evans Farms	1,208	2.6%	72
Fam rest/steak hse/6 months: Buffalo Wild Wings	6,615	14.3%	137
Fam rest/steak hse/6 months: California Pizza Kitchen	1,012	2.2%	78
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,097	4.5%	151
Fam rest/steak hse/6 months: The Cheesecake Factory	3,196	6.9%	96
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,810	14.8%	143
Fam rest/steak hse/6 months: CiCi`s Pizza	2,289	5.0%	140
Fam rest/steak hse/6 months: Cracker Barrel	6,176	13.4%	121
Fam rest/steak hse/6 months: Denny`s	4,403	9.5%	111
Fam rest/steak hse/6 months: Golden Corral	3,928	8.5%	114
Fam rest/steak hse/6 months: IHOP	5,458	11.8%	115
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,037	4.4%	140
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,877	6.2%	119
Fam rest/steak hse/6 months: Olive Garden	9,577	20.8%	124
Fam rest/steak hse/6 months: Outback Steakhouse	4,598	10.0%	112
Fam rest/steak hse/6 months: Red Lobster	5,513	12.0%	114
Fam rest/steak hse/6 months: Red Robin	4,365	9.5%	135
Fam rest/steak hse/6 months: Ruby Tuesday	2,549	5.5%	103
Fam rest/steak hse/6 months: Texas Roadhouse	6,745	14.6%	147
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,417	5.2%	93
Fam rest/steak hse/6 months: Waffle House	3,403	7.4%	127
Went to fast food/drive-in restaurant in last 6 mo	42,820	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	20,988	45.5%	115
Spent at fast food restaurant/30 days: <\$11	1,725	3.7%	72
Spent at fast food restaurant/30 days: \$11-\$20	4,045	8.8%	83
Spent at fast food restaurant/30 days: \$21-\$40	7,744	16.8%	103
Spent at fast food restaurant/30 days: \$41-\$50	4,533	9.8%	110
Spent at fast food restaurant/30 days: \$51-\$100	8,986	19.5%	117
Spent at fast food restaurant/30 days: \$101-\$200	5,021	10.9%	137
Spent at fast food restaurant/30 days: \$201+	2,006	4.3%	156

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Restaurant Market Potential

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Prepared by Esri
 Latitude: 32.57840
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	17,590	38.1%	104
Fast food/drive-in last 6 months: home delivery	4,663	10.1%	120
Fast food/drive-in last 6 months: take-out/drive-thru	26,010	56.4%	119
Fast food/drive-in last 6 months: take-out/walk-in	10,129	22.0%	104
Fast food/drive-in last 6 months: breakfast	18,042	39.1%	113
Fast food/drive-in last 6 months: lunch	25,484	55.2%	109
Fast food/drive-in last 6 months: dinner	23,973	52.0%	113
Fast food/drive-in last 6 months: snack	6,288	13.6%	109
Fast food/drive-in last 6 months: weekday	29,544	64.0%	107
Fast food/drive-in last 6 months: weekend	24,777	53.7%	112
Fast food/drive-in last 6 months: A & W	1,381	3.0%	115
Fast food/drive-in last 6 months: Arby`s	9,877	21.4%	129
Fast food/drive-in last 6 months: Baskin-Robbins	1,814	3.9%	112
Fast food/drive-in last 6 months: Boston Market	955	2.1%	63
Fast food/drive-in last 6 months: Burger King	15,589	33.8%	114
Fast food/drive-in last 6 months: Captain D`s	2,043	4.4%	105
Fast food/drive-in last 6 months: Carl`s Jr.	3,070	6.7%	116
Fast food/drive-in last 6 months: Checkers	1,513	3.3%	98
Fast food/drive-in last 6 months: Chick-fil-A	15,437	33.5%	152
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,580	14.3%	108
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,720	3.7%	121
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,326	5.0%	141
Fast food/drive-in last 6 months: Cold Stone Creamery	1,959	4.2%	132
Fast food/drive-in last 6 months: Dairy Queen	8,570	18.6%	121
Fast food/drive-in last 6 months: Del Taco	2,071	4.5%	127
Fast food/drive-in last 6 months: Domino`s Pizza	6,535	14.2%	115
Fast food/drive-in last 6 months: Dunkin` Donuts	5,131	11.1%	81
Went to Five Guys in last 6 months	5,305	11.5%	118
Fast food/drive-in last 6 months: Hardee`s	2,744	5.9%	95
Fast food/drive-in last 6 months: Jack in the Box	5,232	11.3%	142
Went to Jimmy John`s in last 6 months	4,328	9.4%	161
Fast food/drive-in last 6 months: KFC	9,399	20.4%	101
Fast food/drive-in last 6 months: Krispy Kreme	3,448	7.5%	130
Fast food/drive-in last 6 months: Little Caesars	9,206	20.0%	148
Fast food/drive-in last 6 months: Long John Silver`s	1,540	3.3%	92
Fast food/drive-in last 6 months: McDonald`s	25,300	54.8%	104
Went to Panda Express in last 6 months	6,720	14.6%	154
Fast food/drive-in last 6 months: Panera Bread	6,119	13.3%	104
Fast food/drive-in last 6 months: Papa John`s	6,458	14.0%	158
Fast food/drive-in last 6 months: Papa Murphy`s	3,524	7.6%	151
Fast food/drive-in last 6 months: Pizza Hut	9,356	20.3%	119
Fast food/drive-in last 6 months: Popeyes Chicken	4,912	10.6%	114
Fast food/drive-in last 6 months: Sonic Drive-In	7,673	16.6%	142
Fast food/drive-in last 6 months: Starbucks	8,770	19.0%	105
Fast food/drive-in last 6 months: Steak `n Shake	3,502	7.6%	138
Fast food/drive-in last 6 months: Subway	14,742	32.0%	117
Fast food/drive-in last 6 months: Taco Bell	15,012	32.5%	113
Fast food/drive-in last 6 months: Wendy`s	13,668	29.6%	118
Fast food/drive-in last 6 months: Whataburger	3,918	8.5%	178
Fast food/drive-in last 6 months: White Castle	1,026	2.2%	70

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Restaurant Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
Ring: 3 mile radius

Prepared by Esri
Latitude: 32.57840
Longitude: -97.35323

Went to fine dining restaurant last month	4,167	9.0%	84
Went to fine dining restaurant 3+ times last month	998	2.2%	67
Spent at fine dining restaurant/30 days: <\$51	527	1.1%	70
Spent at fine dining restaurant/30 days: \$51-\$100	1,279	2.8%	84
Spent at fine dining restaurant/30 days: \$101-\$200	1,013	2.2%	83

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March 05, 2019



Restaurant Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Demographic Summary	2018	2023
Population	164,411	184,213
Population 18+	117,566	131,502
Households	54,649	60,775
Median Household Income	\$67,963	\$76,021

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	92,792	78.9%	105
Went to family restaurant/steak house 4+ times/mo	34,171	29.1%	108
Spent at family restaurant/30 days: <\$31	10,231	8.7%	100
Spent at family restaurant/30 days: \$31-50	12,616	10.7%	108
Spent at family restaurant/30 days: \$51-100	19,754	16.8%	109
Spent at family restaurant/30 days: \$101-200	12,849	10.9%	118
Spent at family restaurant/30 days: \$201-300	3,181	2.7%	109
Family restaurant/steak house last 6 months: breakfast	17,492	14.9%	111
Family restaurant/steak house last 6 months: lunch	24,917	21.2%	108
Family restaurant/steak house last 6 months: dinner	59,508	50.6%	108
Family restaurant/steak house last 6 months: snack	2,567	2.2%	111
Family restaurant/steak house last 6 months: weekday	37,619	32.0%	104
Family restaurant/steak house last 6 months: weekend	55,176	46.9%	110
Fam rest/steak hse/6 months: Applebee`s	27,676	23.5%	104
Fam rest/steak hse/6 months: Bob Evans Farms	3,432	2.9%	80
Fam rest/steak hse/6 months: Buffalo Wild Wings	15,292	13.0%	124
Fam rest/steak hse/6 months: California Pizza Kitchen	2,832	2.4%	86
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	5,025	4.3%	142
Fam rest/steak hse/6 months: The Cheesecake Factory	8,280	7.0%	97
Fam rest/steak hse/6 months: Chili`s Grill & Bar	16,309	13.9%	134
Fam rest/steak hse/6 months: CiCi`s Pizza	5,607	4.8%	134
Fam rest/steak hse/6 months: Cracker Barrel	14,348	12.2%	111
Fam rest/steak hse/6 months: Denny`s	11,492	9.8%	114
Fam rest/steak hse/6 months: Golden Corral	9,892	8.4%	113
Fam rest/steak hse/6 months: IHOP	13,685	11.6%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse	4,445	3.8%	120
Fam rest/steak hse/6 months: LongHorn Steakhouse	7,027	6.0%	114
Fam rest/steak hse/6 months: Olive Garden	23,109	19.7%	117
Fam rest/steak hse/6 months: Outback Steakhouse	11,589	9.9%	111
Fam rest/steak hse/6 months: Red Lobster	13,724	11.7%	111
Fam rest/steak hse/6 months: Red Robin	10,203	8.7%	124
Fam rest/steak hse/6 months: Ruby Tuesday	6,478	5.5%	102
Fam rest/steak hse/6 months: Texas Roadhouse	15,182	12.9%	130
Fam rest/steak hse/6 months: T.G.I. Friday`s	6,509	5.5%	98
Fam rest/steak hse/6 months: Waffle House	8,111	6.9%	119
Went to fast food/drive-in restaurant in last 6 mo	108,607	92.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	51,780	44.0%	111
Spent at fast food restaurant/30 days: <\$11	4,826	4.1%	79
Spent at fast food restaurant/30 days: \$11-\$20	11,080	9.4%	89
Spent at fast food restaurant/30 days: \$21-\$40	19,195	16.3%	100
Spent at fast food restaurant/30 days: \$41-\$50	11,102	9.4%	105
Spent at fast food restaurant/30 days: \$51-\$100	22,397	19.1%	114
Spent at fast food restaurant/30 days: \$101-\$200	11,819	10.1%	126
Spent at fast food restaurant/30 days: \$201+	4,503	3.8%	137

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Restaurant Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	45,381	38.6%	105
Fast food/drive-in last 6 months: home delivery	11,041	9.4%	112
Fast food/drive-in last 6 months: take-out/drive-thru	62,818	53.4%	113
Fast food/drive-in last 6 months: take-out/walk-in	25,310	21.5%	102
Fast food/drive-in last 6 months: breakfast	44,639	38.0%	110
Fast food/drive-in last 6 months: lunch	63,529	54.0%	106
Fast food/drive-in last 6 months: dinner	59,399	50.5%	110
Fast food/drive-in last 6 months: snack	15,320	13.0%	104
Fast food/drive-in last 6 months: weekday	74,376	63.3%	106
Fast food/drive-in last 6 months: weekend	61,611	52.4%	110
Fast food/drive-in last 6 months: A & W	3,189	2.7%	104
Fast food/drive-in last 6 months: Arby`s	23,067	19.6%	118
Fast food/drive-in last 6 months: Baskin-Robbins	4,412	3.8%	107
Fast food/drive-in last 6 months: Boston Market	2,922	2.5%	75
Fast food/drive-in last 6 months: Burger King	37,713	32.1%	108
Fast food/drive-in last 6 months: Captain D`s	4,836	4.1%	98
Fast food/drive-in last 6 months: Carl`s Jr.	7,957	6.8%	118
Fast food/drive-in last 6 months: Checkers	3,809	3.2%	96
Fast food/drive-in last 6 months: Chick-fil-A	35,344	30.1%	137
Fast food/drive-in last 6 months: Chipotle Mex. Grill	16,887	14.4%	109
Fast food/drive-in last 6 months: Chuck E. Cheese`s	4,155	3.5%	114
Fast food/drive-in last 6 months: Church`s Fr. Chicken	5,486	4.7%	131
Fast food/drive-in last 6 months: Cold Stone Creamery	4,505	3.8%	119
Fast food/drive-in last 6 months: Dairy Queen	20,506	17.4%	114
Fast food/drive-in last 6 months: Del Taco	5,333	4.5%	128
Fast food/drive-in last 6 months: Domino`s Pizza	16,358	13.9%	113
Fast food/drive-in last 6 months: Dunkin` Donuts	13,764	11.7%	85
Went to Five Guys in last 6 months	12,520	10.6%	110
Fast food/drive-in last 6 months: Hardee`s	6,839	5.8%	93
Fast food/drive-in last 6 months: Jack in the Box	12,870	10.9%	137
Went to Jimmy John`s in last 6 months	9,561	8.1%	140
Fast food/drive-in last 6 months: KFC	24,254	20.6%	102
Fast food/drive-in last 6 months: Krispy Kreme	8,272	7.0%	122
Fast food/drive-in last 6 months: Little Caesars	21,247	18.1%	134
Fast food/drive-in last 6 months: Long John Silver`s	4,141	3.5%	97
Fast food/drive-in last 6 months: McDonald`s	63,897	54.3%	104
Went to Panda Express in last 6 months	15,849	13.5%	142
Fast food/drive-in last 6 months: Panera Bread	15,692	13.3%	104
Fast food/drive-in last 6 months: Papa John`s	14,316	12.2%	138
Fast food/drive-in last 6 months: Papa Murphy`s	8,026	6.8%	135
Fast food/drive-in last 6 months: Pizza Hut	22,986	19.6%	115
Fast food/drive-in last 6 months: Popeyes Chicken	12,572	10.7%	114
Fast food/drive-in last 6 months: Sonic Drive-In	18,008	15.3%	131
Fast food/drive-in last 6 months: Starbucks	22,377	19.0%	105
Fast food/drive-in last 6 months: Steak `n Shake	8,198	7.0%	127
Fast food/drive-in last 6 months: Subway	35,989	30.6%	112
Fast food/drive-in last 6 months: Taco Bell	37,802	32.2%	112
Fast food/drive-in last 6 months: Wendy`s	32,916	28.0%	111
Fast food/drive-in last 6 months: Whataburger	9,247	7.9%	165
Fast food/drive-in last 6 months: White Castle	2,753	2.3%	74

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



Restaurant Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
Ring: 5 mile radius

Prepared by Esri
Latitude: 32.57840
Longitude: -97.35323

Went to fine dining restaurant last month	11,378	9.7%	90
Went to fine dining restaurant 3+ times last month	2,897	2.5%	76
Spent at fine dining restaurant/30 days: <\$51	1,500	1.3%	78
Spent at fine dining restaurant/30 days: \$51-\$100	3,715	3.2%	96
Spent at fine dining restaurant/30 days: \$101-\$200	2,770	2.4%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

March 05, 2019